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An inside look at the family of NASCAR

Exclusive Chicken Soup for the Soul book goes right to the heart of NASCAR

COS COB, Conn. – Enter any race track, and you'll find devoted spectators wearing similar officially licensed apparel, bonding over their love of fast cars and favorite drivers as they reconnect with their NASCAR family each season. Devoted fans hoping to get an extra injection of racing wisdom this coming season, will finally hear the stories behind many memorable NASCAR moments — from the pits to the track and beyond— as NASCAR drivers, their families, and teams step on the brakes long enough to share tales of family, fortitude, and fast cars.

In the new book, *Chicken Soup for the Soul: NASCAR* (Chicken Soup for the Soul Publishing, LLC, February 16, 2010, 978-1-935096-44-3, \$14.95), fans get an all-access pass as they get behind the wheel and inside the lives of NASCAR insiders as they share their stories of triumph, comebacks, perseverance and life. With stories from NASCAR's most beloved drivers, readers will get the inside scoop on the lives of their racing heroes both on and off the track. In addition, other NASCAR insiders, including pit crew members, industry professionals and retired legendary drivers share their memories in this collection of 101 new stories.

"The NASCAR community is like a big family with millions of members," says Cathy Elliott, co-author of *Chicken Soup for the Soul: NASCAR* and writer for *NASCAR Insider*. "The drivers were happy to share these never-before-told stories with *Chicken Soup for the Soul*. Readers will be inspired, surprised and sometimes amused by these exclusive up-close stories.

"After years in the NASCAR family as both a journalist and fan, I really enjoyed collecting these stories," Elliott says, "and even I was surprised by how much I learned working on this book."

Elliott, a seasoned NASCAR journalist, brings her extensive experience to the project, providing a glimpse into the world of NASCAR that few people see.

Chicken Soup for the Soul: NASCAR (Jack Canfield, Mark Victor Hansen and Cathy Elliott) releases February 16, 2010. *Chicken Soup for the Soul Publishing, LLC*, publishes all the latest titles in the famous *Chicken Soup for the Soul* book series which are distributed through Simon and Schuster, Inc. Since 1993, books in the *Chicken Soup for the Soul* series have sold more than 112 million copies, with titles translated into more than 40 languages. *Chicken Soup for the Soul Publishing* also licenses the right to use its famous trademark to high quality licensees through IMG, the world's premier licensing agent. The company is currently implementing a plan to expand into all media, is working with TV networks on several TV shows and is developing a major Internet presence dedicated to life improvement, emotional support and inspiration. In 2007, *USA Today* named *Chicken Soup for the Soul* one of the five most memorable and impactful books in the last quarter century. For more information visit: www.chickensoup.com.

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To receive a review copy of *Chicken Soup for the Soul: NASCAR*, or to schedule an interview with Cathy Elliott, please contact Merritt Talbott at (512) 478-2028 ext. 226 or mtalbott@phenixpublicity.com.